NOAA Coastal Storms Program:
Dangerous Currents Communication & Research Efforts

Great Lakes CZM Meeting
September 2015

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MN Sea Grant / NOAA OCM

Improving beach hazard observations, modeling, warnings, and risk communication

Addressing impacts of stormwater on natural resources and promoting best management practices

Enhancing shoreline mapping, visualization, and management

Promoting hazard mitigation and community resilience

Coastal Storms Program: Great Lakes
Three funding channels

1. NOAA-led project work;
   - 7 projects

2. CSP 2013 Small Grants competition through OHSG; and
   - 10 projects

3. Sea Grant Program Development Funds
   - 11 projects

White: Sea Grant Program Development projects

Blue: Beach safety equipment distribution locations

Green: CSP Small Grants projects

Purple: GLOS Buoy locations

1) Improved Observations / GLOS buoys

2) Integrated Nowcast Forecast Operation System (INFOS): Duluth, Port Washington, and Milwaukee

3) Community Based Research to Understand Lake Superior Coastal Storms Risk and vulnerability at AuTrain, Michigan

4) Dangerous Currents best practices

&

myBeachCast Mobile App


wood 8 tv
2015/09/16 20:03:29 w: 6kt (143°) g: 7kt at: 69F wt: 67F wv: 1.9ft p: 4.2sec GLOS

Developing a Risk Communication Strategy for Dangerous Waves and Currents

Purpose:

- Identify how beachgoers perceive the risk of dangerous currents and waves in the Great Lakes.
- Evaluate existing messages and delivery mechanisms.
- Translate complex beach conditions into understandable, actionable messages for specific audiences.
- Identify effective delivery mechanisms for specific audiences.

Aligns with NWS Weather Ready Nation initiative.

Overall, the risk communication effort will need to:

- Reach multiple audiences
- Address multiple hazards (waves and currents).
- Use a variety of dissemination mechanisms, prioritized by audience.
  - Provide timely risk information
  - Build awareness/educate over time
- Encompass the three “windows” when people need information:
  - Before they get to the beach
  - When they get to the beach
  - When they are in the water

Target Audiences:

- Parents of Young Children
- Teens and young adults
- Parents of teens
- Non-English speaking audiences
- Older and low-income audiences
- Tourists

Outreach Suggestions:

- Flag System
- Local media / tool kits
- Whiteboard videos / animations
- Safety equipment
- Beach specific websites

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CITY OF DULUTH
PUBLIC BEACHES
Not a city-sanctioned swimming beach.
No Lifeguard.
Swim at your own risk.
CITY OF DULUTH
PUBLIC BEACHES
PLEASE PICKUP GARBAGE AND PLACE IN RECEPTACLES
please clean up
Watch your
RIP CURRENTS

MN Sea Grant

Hazard Communication

- Build upon past investments
  - GLRI – ParkPointBeach.org
  - Michigan Coastal Zone Management Program
  - Great Lakes Commission
  - NWS in the Great Lakes
- Coastal Storms Program
  - myBeachCast mobile app
  - Communication best practices

PARK point BEACH WEATHER AND BEACH CONDITIONS
Real time data for the Lake Superior Beaches of Park Point

NATIONAL WEATHER SERVICE

Source: GLOS

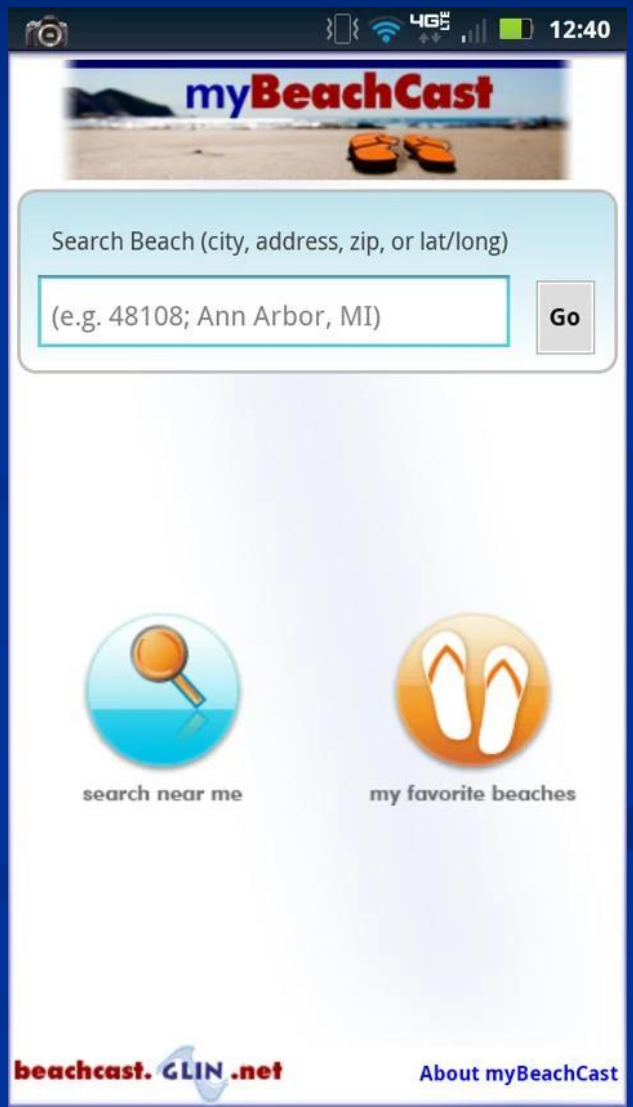
OGL
MICHIGAN OFFICE OF THE GREAT LAKES

myBeachCast: Improving Great Lakes Beach Hazard Awareness

Project Lead: Great Lakes Commission

Geographic Scope: IN, IL, MI, MN, WI, OH

- Expansion to iOS (Apple) platform
- Integration of beach condition reports into myBeachCast



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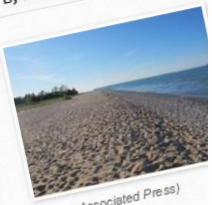
New app help...

By Amir Abbas, WZZM-13



(Photo: Associated Press)

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Courtesy: Marie Zhuikov

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Lake Michigan death spurs action on rip current awareness

Kevin Rudser

A new warning sign stands at the Port Washington beach where a 15-year-old drowned two years ago in a rip current. A UW-Madison researcher is developing a real-time online warning system.

By Karen Herzog of the Journal Sentinel

Aug. 24, 2014

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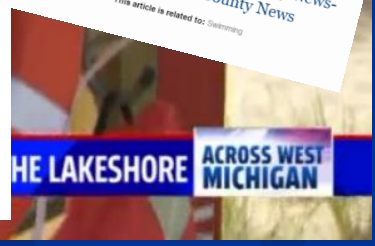

Thank You

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